

Xara-Brasil, Duarte; Marreiros, Cristina; Dionísio, Andreia. (2012). Private Label Brand Equity: A Conceptual Framework. AMA/ACRA FirstTriennial Conference, Seattle, USA

Private Label Brand Equity: a conceptual framework

Duarte Xara-Brasil

Escola Superior de Ciências Empresariais do Instituto Politécnico de Setúbal, Portugal

Cristina Marreiros

CEFAGE, Universidade de Évora, Portugal

Andreia Dionísio

CEFAGE, Universidade de Évora, Portugal

Abstract

This paper presents a conceptual framework to analyze private label brand equity in a retail context. Several authors proposed brand equity models as Aaker (1996), Keller (1993) and Yoo and Donthu (2001), and specific research has been done in retail industry (Jara & Cliquet, 2009), (Pappu & Quester, 2006). To study private label brand equity, we suggest a framework based on the Yoo and Donthu (2001) model – for private labels – and Jara & Cliquet (2009) for retailers. Our model includes awareness, associations, perceived quality, retailers brand equity as dimensions of private label brand equity. .

Keywords:

Brand, retail, brand equity, private label